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5/21/56

16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MAY 18, 1956

Friday May 18 10:00 A.M. Coffee	PREVIEW OF FASHIONS IN NEW SYNTHETIC FABRIC	MALDEN MILLS	WALDORF-ASTORIA PERROQUET SUITE
	Preview of Fall coats and accessories in "Belfiore"--a new synthetic heavy-pile fabric combining orlon and dynel. By invitation only. Contact: Harry Cohn at Ruder & Finn, PL. 9-1800.		
Friday May 18 10:30 A.M.; 11:30 A.M.	PREVIEWS OF FALL COLLECTIONS	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall dresses and ensembles by Leonard Arkin at 10:30 A.M., trade 10:30 and 3:30 from May 21; Andrew Arkin at 11:30 A.M., trade 11:30 and 2:30 from May 21. Contact: Miss Freddy Rosenstock, WI. 7-5324.		
Friday May 18 12:00 Noon Luncheon	NINETEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor will present their Nineteenth Annual Awards Luncheon. Price: $6.50. Contact: Elizabeth White, WI. 7-3300.		
Friday May 18 12:30 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION	TIARA	1375 BROADWAY SHOWROOM - 19TH FLOOR
	Preview of afternoon and cocktail dresses, designed by Robert Morton for Tiara. Continuous daily from May 21. Contact: Jack Leben, BR. 9-2480.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

FRIDAY, MAY 18		
Rudolf Gowns	10:30 A.M.	530 7TH (12 FL), WI. 7-6865
Martin Simon, Inc.	Continuous daily	498 7TH (7 FL), LA. 4-2877
MONDAY, MAY 21		
Paul Parnes Corp.	2:30 P.M.	498 7TH (10 FL), CH. 4-4600
TUESDAY, MAY 22		
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7TH (21 FL), LO. 5-4115
THURSDAY, MAY 24		
Samuel Winston, Inc.	9:00 A.M. & 4:00 P.M.	530 7TH (11 FL), CH. 4-2617
Ben Reig, Inc.	10:00 A.M.	498 7TH (23 FL), CH. 4-1542
FRIDAY, MAY 25		
Frank Starr, Inc.	1:15 P.M.	530 7TH (19 FL), LA. 4-7690
Ed Gerrick, Inc.	2:30 P.M.	550 7TH (7 FL), LO. 4-1820

WEEK BEGINNING MONDAY, MAY 21, 1956

Monday May 21- June 15 9:00 A.M. And 4:00 P.M.	"BACK TO BUSINESS" CAPSULE CLINICS	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
	Previews of Fall '56 fashions from "Charm's" August-September "Back to Business" tandem issues. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings at 4:00 P.M. No showings week of May 28. Contact: Elaine Kanners, PL. 9-2080.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
	Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.		
Monday May 21 10:30 A.M.	PRESS PREVIEW: FALL COCKTAIL DRESSES	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall cocktail dresses, designed by Harriette Harra. By invitation. Daily thereafter at 11:30, (followed by lunch), and 3:30. Publicity: Margaret Hodge, PL. 5-7630 or LO. 5-0525.		
Beginning Monday May 21 10:30 A.M.	OPENING: FALL DAYTIME & COCKTAIL DRESSES	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	"Appointment With Fashion"--Fall collection at 10:30 and 1:30 daily. Contact: Muriel Morris, WI. 7-4077. Publ: Ken R. Williams, JU. 6-8217.		
Monday May 21 10:30 A.M.	OPENING: FALL COATS, SUITS AND ENSEMBLES	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
	Showing at 10:30 and 2:30 daily. Contact: WI. 7-4223.		
Monday May 21 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	By invitation. Trade showings thereafter at Hotel York, 488 7th Ave., by appointment. Contact: CI. 7-3060.		
Beginning Monday May 21 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Fall collection, designed by Alan Phillips. Introduction of "Minuettes," a new group of petite cocktail dresses, designed by Miss Mercedes. Daily at 1:00 P.M. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.		
Monday May 21 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will preview her Fall dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.		
Monday May 21 2:30 P.M.	PRESS PREVIEW OF BRANELL FALL COLLECTION	BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation. Trade beginning Tues., May 22 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, MAY 21		
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691
TUESDAY, MAY 22		
Kane-Weill.	10:30 A.M.	498 7TH, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA. 4-9724
WEDNESDAY, MAY 23		
Davidow.	10:30 A.M.	550 7TH, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577

Monday May 21 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 21	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
5:00 P.M.	Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday May 21	FALL COCKTAIL AND EVENING FASHIONS	DON MIGUEL OF CALIFORNIA	HOTEL GOTHAM
	By appointment. Contact: Bill Kent, CI. 7-2200.		
Beginning Monday May 21	OPENING OF FALL DRESS COLLECTION	M. NADLER & CO.	SAVOY-PLAZA HOTEL
	Wayne Fuller will present his Fall dress collection in "Elita", new fabric by Einiger Mills. By appointment. Contact: M. Nadler, EL. 5-2600.		
Tuesday May 22	PREVIEW OF FALL LEATHER FASHIONS	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
9:00 A.M. Breakfast	"Leather - Key to Fall Fashion". By invitation. Continuous trade showings thereafter in showroom. Publicity: Mildred Kaldor, TE. 8-1520.		
Tuesday May 22	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
10:00 A.M.	By invitation and appointment. Contact: LA. 4-7626.		
Tuesday May 22	PRESS PREVIEW OF FALL COLLECTION	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
10:30 A.M.	Late day, cocktail and evening fashions, designed by Gina. By invitation. Trade May 23 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.		
Tuesday May 22	PREVIEW: FALL COAT AND SUIT COLLECTION	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
11:00 A.M.	By invitation. Trade showings, by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.		
Tuesday May 22	OPENING OF FALL FORMAL COLLECTION	MINUET FROCKS	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
11:00 A.M.	Daily showings at 11:00, designed by Mollie Stone. Contact: LA. 4-2044.		
Tuesday May 22-25	FALL COLLECTION BY MADELEINE FAUTH	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
11:30 A.M.	Also from Tues., June 5 at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.		
Beginning Tuesday May 22	OPENING: GIOVANNI ORIGINALS FOR FALL	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
11:30 A.M.	Showing of daytime, afternoon and cocktail fashions by Giovanni of Italy at 11:30 and 3:30 daily. Publicity: Lillian Lang, LA. 4-8770.		
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
11:30 A.M.	Abe Schrader's Fall misses dresses, designed by Belle Saunders, will be shown daily at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.		
Tuesday May 22	OPENING: FALL SPORTSWEAR BY DOROTHY COX	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.
12:00 Noon	Daily showings at 12:00 Noon. Publicity: Ken R. Williams, JU. 6-8217.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 12:00 Noon	OPENING OF FALL DRESS COLLECTION Daily at 12:00 Noon. Contact: WI. 7-0155.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 22 12:00 Noon	OPENING OF FALL DRESS COLLECTION Fall dresses at 12:00 daily, designed by Mr. Nino. Contact: WI. 7-1061.	STYLE TRADES	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing at 1:00 P.M. on May 22, 23, 24, 28, 29, by appointment only; from June 4 at 1:00 and 4:00 P.M. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING: FALL DRESS COLLECTION Talmack's Fall dress collection, designed by John Moore, at 1:00 P.M. daily. By invitation and appointment only. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL COLLECTIONS Elfreda's Fall line, designed by Elgee Bove; followed by Pierre Balmain's collection. Contact: CH. 4-2659.	ELFREDA, INC.; PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday May 22 1:15 P.M.	OPENING OF FALL COLLECTION Fall collection at 1:15 P.M. daily. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection at 2:30 P.M. daily. For reservations, contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection of misses dresses, sportswear, blouses and skirts at 2:30 P.M. daily. Contact: Mrs. Esther Reifer, OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Showing of misses costumes, suits and coats at 2:30 on May 22, 23, 24, 28, 31, June 5; and at 10:30 on June 6. Contact: LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 22 2:30 P.M.	PREVIEW OF FALL BENHAM ORIGINALS Daily thereafter at 2:30 P.M. Contact: CH. 4-0450.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM
Tuesday May 22 3:00 P.M.	PRESS PREVIEW OF LACE EXHIBITION "The Lace With the Delicate Air"--will feature lace from ancient times to present day. Open to public from May 23. Contact: Robert Riley, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Tuesday May 22 3:30 P.M.; 9:00 P.M.	ANNUAL STUDENT FASHION SHOW Admission: at 3:30 P.M., $1.00 and $3.00 (reserved); at 9:00 P.M., $3.00 and $5.00 (reserved). Contact: Elizabeth Rushmore, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 3:30 P.M.	PREVIEW OF FALL SEPARATES COLLECTION	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation only. Publicity: Terry Mayer, BR. 9-6560.		
Beginning Tuesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay's Fall dresses, costumes and suits will be shown daily at 4:00 P.M. Publicity: Pauline Greene, BR. 9-5967 or PE. 6-5547.		
Tuesday May 22 4:00 P.M. Cocktails	PREVIEW OF JUNIOR COATS AND SUITS	JUNIOR-AIRE	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
	Junior-Aire's Fall coat and suit collection, designed by Murray Nieman. Showing at 4:30 P.M. By invitation. Publ: Ruth Hammer Assoc., EL. 5-7872.		
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY	ELIZABETH ARDEN (681 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
	Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only. Contact: Publicity Dept., PL. 3-3410.		
Tuesday May 22 5:00 P.M. Cocktails	RAYMOND MARINELLI'S FALL DRESS COLLECTION	PAVESI-MARINELLI (1 WEST 57TH STREET)	HOTEL PLAZA STATE SUITE
	Preview of Fall day, cocktail and evening dresses (exclusive in N.Y. at Tailored Woman). For press and out-of-town buyers, by invitation only. Continuous showings May 23 and 24. Publicity: Sara Pennoyer, MU. 8-6800.		
Beginning Tuesday May 22	OPENING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats. By appointment. Contact: Louis Mariani, BR.9-8988.		
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous daily showings. Contact: WI. 7-0511.		
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.		
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Fall cocktail dresses, designed by Ric McClintock. Continuous daily. Contact: Lou Lessick, BR. 9-2680.		
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION	FEDER FASHIONS (1410 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
	Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit. By invitation. Publicity: Sue Gardner, LA. 4-6948.		
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By invitation. Contact: Laurence Carmel, LA. 4-3310.		
Wednesday May 23 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing on Wednesday only at 10:30 A.M. to June 5. Contact: LO. 4-7832.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 23 10:30 A.M.	FALL FASHIONS BY SYLVAN RICH	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview of Martini's Fall designer collection, followed by buffet lunch. By invitation. Showings daily at 10:30. Publ: Mildred Kaldor, TE. 8-1520.		
Wednesday May 23 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of cashmere ensembles, five o'clock separates and blouses, daily at 12:00 Noon lunch. By appointment. Contact: Faye Berk, LA. 4-9290.		
Wednesday May 23 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present Brigance's Fall collection of blouses, dresses and separates for daytime and at-home. By invitation only. Trade at 2:30 May 24, 25, 29, 31 and thereafter Tues.,Wed.,Thurs. Contact: LO. 3-1534.		
Wednesday May 23 2:30 P.M.	JUNIORS & PETITES-- FALL COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 2:30 P.M. on May 23, 24, 28, 31, June 4-7. Contact: LA. 4-0162.		
Wednesday May 23 4:00 P.M.	PREVIEW OF FALL SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press and resident buyers. By invitation. Trade at 10:00 A.M. from Thurs., May 24. Publicity: Terry Mayer, BR. 9-6560.		
Wednesday May 23 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
	Luis Estevez' Fall collection of dresses and costumes will be presented to the press. By invitation only. Trade showings at 12:00 Noon from Thurs., May 24 in their showroom. Contact: LO. 4-5820.		
Wednesday May 23 7:00 P.M. Cocktails-Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS DINNER	SPORTS ILLUSTRATED	ST. REGIS HOTEL ROOF GARDEN
	Dinner honoring nominees and winners of American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville, JU. 6-1212.		
Thursday May 24 9:00 A.M. Coffee	PRESS PREVIEW: FALL EXPORT COLLECTION	FONTANA OF ROME	HOTEL PLAZA SUITE 234
	Daytime, cocktail and evening fashions for Fall and Winter. Jewelry by Napier. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Thursday May 24 9:30 A.M. Coffee	PRESS PREVIEW: SUMMER TRAVEL FASHIONS	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	"Four Ways to Take a Trip"--preview of Ohrbach's Summer travel wardrobe. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Arthur Jablow's Fall coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Publ: Rose Hilton, MU. 5-5133.		
Thursday May 24 10:30 A.M.	FALL SEPARATES, DRESSES, SPORTSWEAR	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Daily at 10:30 and 2:30. (Note New Address). Contact: EL. 5-5540 or LO. 5-7514.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 24 10:30 A.M.	PREVIEWS OF FALL DRESS COLLECTION	SEMONT	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Fall cocktail and evening dresses, designed by Doris Mandelker; also, Fri., May 25 at 4:00. By invitation. Continuous trade showings from June 4. Contact: WI. 7-6845.		
Thursday May 24 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM - 40TH FLOOR
	By appointment. Contact: WI. 7-3764.		
Thursday May 24 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	"The Lyrical Look"--fashions, coiffures, make-up, fragrance. Show Commentator: Sarah Tomerlin Lee, Hockaday Assoc. Co-Chmn: Miriam Gibson French and Jean Wade Rindlaub. Prices: $6.00 for members; $7.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL.5-7872.		
Beginning Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showing of Clare Potter's Fall collection at 2:30 on May 24, 25, 28, 29 and June 4-7. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday May 24 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Ceil Chapman's Fall collection will be shown at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.		
Thursday May 24 2:30 P.M.	PREVIEW OF FALL COLLECTIONS	BRIARBROOK & BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall collections, designed by Stefan. By invitation. Daily trade showings from Tues., June 5. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall dress collection for press and resident buyers. Trade from Tues., June 5 at 12:00 Noon (luncheon) daily. Publ.: Peggy Cantor, CH. 4-3488.		
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: SPORTSWEAR BY GRETA PLATTRY	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
	Preview of Fall sportswear and separates. By invitation. Thereafter in showroom at 2:30 P.M. daily. Publicity: Margaret Hodge, PL. 5-7630.		
Thursday May 24 4:00 P.M.	PREVIEW OF FALL DRESSES BY KASPER	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Daytime and cocktail dresses at 4:00 P.M. daily. Contact: CH. 4-3914.		
Thursday May 24	OPENING OF NEW SPORTSWEAR FIRM	ROBERT BART (COS COB, INC.)	1370 BROADWAY SHOWROOM - 8TH FLOOR
	Country and suburban fashions. Continuous daily. Contact: LO. 4-6754.		
Friday May 25 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	CHARLES GELATT, INC.	HOTEL GOTHAM BALLROOM
	Preview of cocktail and evening fashions. By invitation. From May 25-June 1, by appointment, at Hotel Gotham. Contact: Russell O'Neil, TE. 8-2975.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 25 9:45 A.M. Coffee	PREVIEW OF FALL COLLECTION	HOWARD GREER OF CALIFORNIA	HOTEL DORSET CHIPPENDALE LOUNGE
	Howard Greer's Fall collection will be previewed to press and buyers. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.		
Friday May 25 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showings May 28, 31 and June 5 at 10:30 A.M. By invitation only. Publicity: Marian Mitchell, WI. 7-4968.		
Friday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL DRESSES	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day, cocktail and evening dresses. By invitation. Daily trade showings at 12:00 Noon from Mon., May 28. Contact: Jack Sulzer, WI. 7-9470.		
Friday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Preview of Fall dresses for the 5'5" and under. Trade showings June 5, 6, 7 at 3:00 P.M. Contact: Isabelle Crawford, BR. 9-7700.		
Friday May 25 5:00 P.M. Cocktails	PREMIERE OF NEW FIRM TO PRESS & BUYERS	APÉRITIF	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	First showing of after-five collection for petites, designed by Maxime de la Falaise and Gene Loyd. By invitation. Trade showings from Mon., May 28 at 12:00 Noon daily. Contact: Marvin Berke, WI. 7-5324.		
Beginning Monday May 28 10:30 A.M.	FALL OPENING: COATS AND SUITS	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
	Fall coats and suits will be shown Monday, May 28; also June 1, 5 and 8, at 10:30 A.M. By invitation and appointment only. Contact: JU. 2-2317.		
Monday May 28 11:45 A.M.	DEBUT OF NEW BOUTIQUE FASHIONS	"MISS MARTINI" BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	"Miss Martini" by Sylvan Rich will be previewed to press and buyers, followed by buffet lunch. By invitation. Publ.: Mildred Kaldor, TE. 8-1520.		
Monday May 28- May 29 12:00 Noon	OPENING: FALL COAT AND SUIT COLLECTION	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Things Look Good For Fall, 1956"--showing of Louis Goldstein's coats and suits and at 12:00 Noon daily from Mon., June 4, followed by luncheon. By invitation and appointment. Contact: Dorothy Levine, CH. 4-3512.		
Beginning Monday May 28	OPENING OF FALL DRESS COLLECTION	JEANNE & ROBERT, INC.	560 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Jeanne & Robert will present their afternoon, cocktail and evening dresses. By appointment only. Contact: Robert Hines, CH. 4-0097.		
Beginning Monday May 28	OPENING OF FALL DRESS COLLECTION	DAVID KLEIN, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Fall cocktail and formal dress collection. Contact: BR. 9-7580.		
Tuesday May 29 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS	ALBERT ALFUS (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	"Casual Elegance in Leather"--round-the-clock fashions in leather. By invitation. Contact: Marjorie Alfus, OX. 5-1840.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. Trade showings from Tues., June 5 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday May 29 12:00 Noon	OPENING OF FALL DRESS COLLECTION	TERRY-ALLEN, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Daytime, cocktail and evening fashions at 12:00 daily. Contact: LA. 4-7900.		
Tuesday May 29 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere's Fall collection will be presented at 2:30 P.M. May 29, 31, June 5, 7, 12; and June 8 at 10:30. By appointment only. Contact: Cecille Gordon, LO. 3-1600.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Friday June 1 3:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Trade from Mon., June 4 at 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.		
Monday June 4 12:00 Noon Luncheon	PARIS BLOUSE PRESENTATION	NAT'L ASS'N OF BLOUSE MANUFACTURERS, INC.	HOTEL PLAZA BALLROOM
	"Blouse and Skirt Spectacular"--The Nat'l Ass'n of Blouse Mfrs. and the Nat'l Skirt and Sportswear Ass'n. will present Paris and American designer blouses. By invitation only. Publ: Ruth Hammer Assoc., EL. 5-7872.		
Beginning Monday June 4 11:45 A.M.	OPENING OF FALL COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showing of Zelinka-Matlick's Fall coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: Laurel Cutler, TR. 9-6310.		
Monday June 4 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	YOUNG VIEWPOINT (GINSBURG & ABELSON)	PARK LANE HOTEL GRAND BALLROOM
	Preview of Young Viewpoint's Fall collection. By invitation. Continuous daily thereafter in 1400 Broadway showroom. Publ: Saul Krieg Assoc., PL. 3-1543. Contact: CH. 4-4131.		
Monday June 4-5 5:30 P.M.	PREVIEWS OF FALL COLLECTION	JAMES GALANOS	HOTEL PLAZA WHITE & GOLD SUITE
	By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.		
June 5	PRIMARY DAY IN NEW YORK. (Tuesday).		
Tuesday June 5 10:00 A.M.	BACK-TO-SCHOOL FASHION CLINIC	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
	"New Horizons in Subteen Fashions and Merchandising", outlining fabric and color trends. Followed by 12:15 P.M. luncheon. Admission by ticket only for trade press and merchandisers. Publicity: Pat diSernia, MU. 2-2505.		
Beginning Tuesday June 5 10:00 A.M.	OPENING OF FALL JUNIOR DRESS COLLECTION	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
	Fall collection of junior dresses designed by Sue Brett. Continuous daily showings. Publicity: Ken R. Williams, JU. 6-8217.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5 10:30 A.M.	OPENING: FALL JUNIOR DRESS COLLECTION	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Junior dresses at 10:30, designed by Violet Feigin. Contact: LO. 5-4850.		
Tuesday June 5 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION	REVILLON WHOLESALE	11 WEST 57TH STREET SALON
	Revillon Wholesale's new fur collection will be presented to buyers and press. By invitation. Contact: Mr. W. C. Paige, PL. 9-5504. Trade showings thereafter by appointment at 352 7th Ave. Contact: LO. 5-5832.		
Beginning Tuesday June 5 11:00 A.M.	OPENING OF FALL COLLECTIONS	ARKAY; JUNIOR FORMALS; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Will Saunders of Arkay at 11:00; Rappi of Junior Formals at 2:00; Anne Fogarty of Margot at 3:00 P.M. daily. Contact: Margot--Nancy English; Arkay & Jr. Formals--Ellen Eskin, LO. 5-2626.		
Tuesday June 5 11:30 A.M.	OPENING OF FALL DRESS COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Fall collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.		
Tuesday June 5 12:00 Noon Box Lunch	OPENING OF FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Fall collection of junior dresses and separates on June 5 thru 7, 11 thru 14. Showing at 12:30 P.M. Contact: Audrey Waymouth, OX. 5-3150.		
Tuesday June 5 12:30 P.M. Luncheon	TWENTIETH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, Promotion Dir., PL. 9-2080.		
Tuesday June 5 12:30 P.M. Luncheon	PREVIEW OF FALL-WINTER FUR COLLECTION	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
	Ritter Brothers will preview their Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 5 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of awards to outstanding alumnae. By invitation only. Contact: Florence Grossman, TR. 9-4644. Publ: Elizabeth Ferrick, EL. 5-5800.		
Tuesday June 5 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Mr. Mort's Fall dress collection, designed by Lee Evans, will be presented June 5, 6, 7 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.		
Tuesday June 5 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION	HANDELSMAN & RAIFFE	205 WEST 39TH STREET SHOWROOM - 10TH FLOOR
	Showing daily at 2:00 P.M. Contact: PE. 6-8129.		
Tuesday June 5 2:30 P.M.	PREVIEW OF FALL MILLINERY COLLECTION	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
	John Frederics will preview his Fall millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall collection designed by Shannon Rogers. By invitation. Trade daily thereafter at 10:30 A.M. Contact: Ray Horwitz, LO. 4-1860.		
Tuesday June 5 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Zoltan Rosenberg will preview the Fall collection designed by Vera Stewart. By invitation. Publ.: Alfred Davidson Assoc., PL. 5-0868.		
Tuesday June 5 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Vera Maxwell will preview her Fall collection. By invitation only. Daily trade showings thereafter at 12:00 Noon. Contact: Jane Leigh, LO. 3-4356.		
Tuesday June 5 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
	Russeks will preview their Fall 1956 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Pat Keller, WI. 7-1900.		
Beginning Tuesday June 5	FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Continuous showings of Fall formal and cocktail dresses. Contact:WI.7-7326.		
Wednesday June 6 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRA COLLECTION	THE LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM - MEZZANINE
	"Pretty Shape, Fashionable Figure"--informal show of new collection of Lovable bras. By invitation only. Publ.: Gloria Crimmins, MU. 6-7788.		
Wednesday June 6 11:45 A.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Showing of Fall dress collection and buyers' $1,000 BOPEEP Award on June 6, 7, 8. By reservation. Contact: PE. 6-2663.		
Wednesday June 6 12:30 P.M. Luncheon	PREVIEW: MAN-MADE FUR FASHIONS FOR FALL	PRINCETON KNITTING MILLS	HOTEL PIERRE ROOF GARDEN
	"Mutation" (man-made mink) and "O'llegro" Fall fashions by Claire McCardell, Bonnie Cashin, Greta Plattry, Franklin Leto. By invitation. Princeton contact: Lee Ballard, OX. 5-0730. Publ.: Donald E. Degnan Assoc.CO.5-7734.		
Wednesday June 6 4:00 P.M.- 5:00 P.M.	PREVIEW: FALL COCKTAIL DRESSES	ROBERT GOLDBERG & SON	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	"Fashion Surprise Party"--the Robert-Martin Fall fashions designed by Mr. Paul. By invitation. Publ.: Ken Williams, JU. 6-8217.		
Wednesday June 6 4:30 P.M. Cocktails	TRADE SHOWING: FALL FASHIONS IN CORDUROY	CONE MILLS	1440 BROADWAY CONE RESTAURANT-4TH FL
	Showing for buyers of Fall fashions in corduroy. By invitation only. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Thursday June 7 3:30 P.M.	PRESENTATION OF AUGUST FASHIONS	SEVENTEEN MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Fashion show of August promotion for "Seventeen's" tie-in stores and their buying offices. For tickets ($2.50), contact: Lorraine Tejirian,PL.9-8100.		